
Press Release

Dallas Venture Capital Invests in Rollick

The Leader in Cloud Native Relationship Marketing Platforms & Contactless Buying for Recreational Vehicles

[Dallas/Irving, Texas, 4/7/2021] — Dallas Venture Capital (DVC), a Dallas, TX based venture capital firm focused on early and growth stage companies in cloud infrastructure, AI/ML, mobile, XR and other emerging technologies, today announced its investment in Austin, TX based [Rollick Inc.](#), as part of a fresh round of \$8.5 million funding to fuel their next phase of growth. Rollick’s cloud native relationship marketing platform connects manufacturers, dealers, finance and insurance providers with in-market consumers in the Powersports, RV, and Marine industries to deliver a seamless customer journey.

In April 2020, Rollick launched a Buy from Home solution as a response to the Pandemic situation for the outdoor recreation vehicle industry and with the infusion of \$8.5 million through this new round of funding Rollick plans to expand the reach of their [GoRollick.com](#) online platform nationwide as well as to create new programs. Rollick offers a holistic all-encompassing solution that creates value for OEM Manufacturers & Dealers by increasing the lead conversion, building brand affinity & integrated digital marketing.

“Rollick is poised to be a disruptor in the surging and fast-growing RV Industry as their SaaS based cloud native relationship management platform ushers in a contactless RV buying experience for consumers as more and more are looking to pursue pandemic safe outdoor activities like Roadtreking, Boating and Sailing”, said Dayakar Puskoor, Founder and Managing Partner of DVC. Rollick’s senior leadership team has a track record of successfully launching similar disruptive initiatives in the automotive sector. The Chairman & CEO of Rollick, Bernie Brenner sits on the board of PLNAR.AI, a Insurtech pioneer in which DVC is an investor.

According to the COVID-19 edition of [North America Camping Report](#) sponsored by Kampgrounds of America, Inc. Health and safety concerns spiking from COVID-19 are driving an increased interest in RV ownership. More than half of campers (52%) say that they are now either somewhat (29%) or very likely (23%) to consider purchasing an RV. Interest is highest among Gen X (41%) and millennials (33%). Cleanliness of accommodations at hotels or resorts is the primary factor driving this interest, as campers want to avoid communal facilities.



The new investment comes from Sandbox Insurtech Ventures, TechNexus Venture Collaborative, Dallas Venture Capital, Alumni Ventures, and London Technology Club. LiveOak Venture Partners, Silverton Partners, Autotech Ventures, ManchesterStory, Anthem Venture Partners, and Capital Factory continued their support in this round of financing.

About Dallas Venture Capital

Dallas Venture Capital (DVC) is a Dallas/Irving, Texas based venture capital company with a focus on investing in early stage B2B software companies and ambitious entrepreneurs looking to partner with investors who have been in their shoes through hands-on support in the areas of product and market development. Founded by Dayakar Puskoor a pioneering Dallas based venture capitalist with a record of investments in 22 companies and five exits to date. Some examples of DVC's investments include: plnar, Kore.ai, Altia Systems (acquired for \$125 million), HyperVerge, FelixHealthcare.AI, CoreStack, AmplifAI and Viviota, with enterprise value of the entire portfolio exceeding \$1 billion. DVC has offices in Dallas, USA & Hyderabad, India. Learn more at: www.dallasvc.com

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